

## **Abstract of the Invention**

A method, system and program product for streaming of dynamic information content over an interactive media such as the Internet. The dynamic content, such as dynamic weather data, is collected from a plurality of collection sources such as geographically distributed local weather reporting stations. The data information can be relatively static or dynamic, constantly changing data. The dynamic content is stored in databases maintained on a direct access storage device at the dynamic content server. The selection of dynamic content to be transmitted to the end user client is based on a demographic profile that is completed at the time of end user client registration and which precedes delivery of any selected content in response to end user client requests. An application resident on the dynamic content server streams selected content simultaneously to a plurality of end user client devices for each end user client request. An application resident on each end user client device generates a plurality of processing threads for a series of independent commands, each of which is transmitted to the dynamic content server at specified preset intervals and generates a server-selected response. In a weather content collection and delivery embodiment, local, real-time weather data can be received continuously from thousands of weather reporting stations, and transmitted simultaneously by the weather content server to millions of end user desktop clients, with each user receiving current weather data that is generated from a nearby weather collection station.